

# **AMERICAN ROOFER & SIDING CONTRACTOR**



**DECEMBER  
1950**

## **IN THIS ISSUE**

**1951 CAN BE YOUR BEST YEAR**

**"DEMONSTRATE, DEMONSTRATE, DEMONSTRATE!"**

**BUILD UP WINTER BUSINESS**

**ROOF CONSTRUCTION FOR ROW HOUSES**

**Published for more than 40 Years**

# LATEST GREAT PLANT FOR CONTINENTAL CAN



**BARRETT PROVIDES THE ROOF**

Engineers and Genl. Contractors: Wigton-Abbott Corp., Plainfield, N. J., Roofing Cont.: Limbach Co., Pittsburgh, Pa.

One of the recent important additions to Pittsburgh's industrial plants is the Continental Can Company's large new structure near the County Airport. Its extensive flat roof is built of Barrett\* coal-tar pitch and coal-tar saturated felt. Barrett Roofs are tough, long-lasting—the best built-up roofs that can be built . . . best for building owners and best for roofing contractors.



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ALLIED CHEMICAL & DYE CORPORATION  
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36th St. & Gray's Ferry Ave., Philadelphia 46, Pa.  
205 W. Wacker Drive, Chicago 6, Ill.  
1327 Erie Street, Birmingham 8, Alabama

In Canada: The Barrett Company, Ltd., 5551 St. Hubert St., Montreal, P. Q.

**1** Barrett specifications, developed through years of successful roofing experience, provide dependable guides for the application of Barrett built-up pitch and felt roofs.

**2** Barrett built-up roofs are constructed of alternate layers of coal-tar pitch and felt. Pitch, the life-blood of the roof, is impervious to water, and unexcelled as a waterproofing agent.

**3** Top-quality felt of Barrett's own manufacture holds the pitch in place and permits the use of greater quantities of this waterproofing than would otherwise be possible.

**4** Final steps are a triple-thick coating of pitch—poured, not mopped—plus an armored surface of gravel or slag. Barrett roofs built this way are assurance of customer satisfaction.



\*Reg. U. S. Pat. Off.

***The roofs  
will always be "new"  
on this street!***

Group of homes in Great Neck, N. Y., built by Alexander and Halpern, Inc., Jamaica, N.Y. Roofs are "Century" No. 5 Asbestos-Cement Roofing Shingles.



**Long life and lasting beauty make  
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EASY TO SELL**

When a customer says, "I want a roof that will last," he's a definite prospect for Keasbey & Mattison "Century" Asbestos-Cement Roofing Shingles!

Consider the facts: "Century" Asbestos Roofing Shingles resist fire, weather, and termites—will last the lifetime of the house!

And the *beauty* lasts, too! As a new roof, "Century" Asbestos Roofing Shingles present a smart, modern appearance that pleases every home owner. The attractively textured surface won't weather out; the colors are "built in"—they are an integral part of the shingles.

Then, when you point out the economies, your

sale is as good as made! "Century" Asbestos-Cement Roofing Shingles save costs three ways: The initial cost is moderate. And they are specially designed for quick, easy application—save both time and labor. Finally, "Century" Asbestos Roofing Shingles need a minimum of maintenance—*never need painting*—to provide perfect, lasting protection.

"Century" Asbestos-Cement Roofing Shingles are made in a variety of eye-pleasing colors—White, Black, Spanish Red, Surf Green, and Graytone—and in popular patterns. All are suitable for reroofing as well as for new construction. Ask your Keasbey & Mattison dealer for complete information, or write us direct.

**KEASBEY & MATTISON**  
COMPANY • AMBLER • PENNSYLVANIA

ORIGINAL MANUFACTURERS OF ASBESTOS-CEMENT SHINGLES IN THIS COUNTRY





NEW  
1950

**Aeroil**

CATALOG  
NO. 418A

SHOWING ALL THE LATEST IN

## ROOFING EQUIPMENT

**FREE**

WRITE FOR  
YOURS TODAY.  
IT WILL SAVE YOU  
TIME and MONEY.

- ROOFING KETTLES
- TORCHES BURNERS
- CORK DIP PANS
- HOISTING WHEELS
- POWER HOISTS
- ROOFING BEAMS
- MOPS & PARTS

- SCRAPERS
- MOP CARTS
- BLOW TORCHES
- BUCKETS & POTS
- LADLES
- WALK-METER
- GRAVEL HOPPERS

- ASPHALT SPRAYERS
- LADDER & ROOF  
BRACKETS
- ROOF PUMPS
- LEAD FURNACES
- SCORES OF OTHER  
ROOFER'S TOOLS

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**PRODUCTS COMPANY, INC.**  
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## K. F. APPLICATORS

**NOT OVERSOLD JUST UNDERPRODUCED**

Due to a present shortage of Glass Fibers and a sharp upswing in orders, we find it necessary to allocate our present production. We are doing our best to treat all of our customers fairly and equally.

We appreciate your confidence in our products and trust you will order only as needed.

Save your worn down K.F. Applicators; they make excellent seam and patch mops.

Manufactured by

**KIRBY INDUSTRIES**

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716 N. ERIE, WHEELING, W. VA.



# Nailing It Down

**T**HE sixth annual edition of ROOFING, SIDING & BUILDING SPECIALTIES MANUAL has just been published. It is the biggest issue that has ever appeared.

This valuable book contains more editorial matter about different items of interest to roofing, siding and allied products, contractors, than any book has ever before contained. There is more advertising from more advertisers, and the directory and buyer's guide section contain a third more information than any previous edition.

This is truly a MANUAL that should be of incalculable help to every contractor. The material is of day-to-day practical value. ROOFING, SIDING & BUILDING SPECIALTIES MANUAL is a book that should be on the desk of every owner, manager, estimator, salesman. The publishers of this helpful book would be glad to send one on approval to any contractor or dealer who requests it.

\* \* \*

A contractor spends money for an advertising campaign. We'll assume he gets some good out of it.

A salesman for the contractor says, "So what? What does the advertising campaign do for me? I still have to go out and get the business. What's more, I have to work hard to get it."

There are several answers the sales manager can give, but the following is one that must convince the salesman and will help the contractor.

You've heard the expressions, "Put it in writing," and "Would you sign your name to that kind of statement?" Sometimes the party of the first part, the customer, thinks the party of the second part, the salesman, is talking a bit wildly. To pin him down—or call his bluff—the first party asks the second party to *put it in writing*.

That is perhaps the first thing the contractor's advertising does for the individual salesman. It puts the firm's story—and the salesman's—in writing. It thereby makes the salesman a *responsible person* in the opinion of his customer. All his verbal claims are

(Continued on Page 23)

# AMERICAN ROOFER

## and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

## Roofing, Siding & Building Specialties Manual

Vol. 40

DECEMBER, 1950

No. 12

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★ ★

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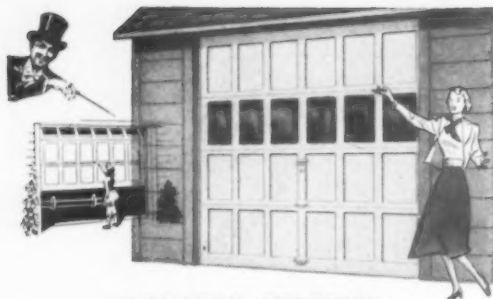
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**For A Complete Line of Nationally**  
**Advertised Residential and**  
**Industrial Doors and Operators**  
*Call Your Local Crawford Door Sales Company*

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LOS ANGELES, 107 Arena St., El Segundo  
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LOUISVILLE, 2425 Lexington Rd.

LUBBOCK, 2217 Clovis Rd.

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MERIDIAN, 2211 Fourth St.

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UTICA, 1321 Rutger St.

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## EVERYWHERE, EVERYWHERE, CHRISTMAS TONIGHT!

*Christmas in lands of the fir-tree and pine,  
 Christmas in lands of the palm-tree and vine;  
 Christmas where snow-peaks stand solemn  
 and white,  
 Christmas where cornfields lie sunny  
 and bright.*

Phillips Brooks

## MERRY CHRISTMAS

*to our friends all over the world . . .*

**CALBAR PAINT & VARNISH CO.**

philadelphia



## KEEP YOURSELF POSTED!

AMERICAN ROOFER & SIDING CONTRACTOR contains all news of the trade, new methods of application, new ideas in selling, and other subjects the roofing contractor should be familiar with. Like thousands of other contractors reading this magazine, you, too, can benefit greatly from it for the small subscription price of \$3.00 per year. Use the coupon today!

AMERICAN ROOFER & Siding Contractor  
 425 Fourth Avenue, New York 16, N. Y.

Please enter my subscription to AMERICAN ROOFER & Siding Contractor, at \$3.00 for one year. Bill me for this amount:

☐ Enclosed is a check or ☐ money order.

My Name .....

Position .....

Company .....

Address .....

City..... State.....

**Crawford Door Company**

Main Plant: 43-401 St. Jean Ave., Detroit 14, Michigan

20<sup>th</sup>

Anniversary

# AMERICAN ROOFER

and SIDING CONTRACTOR

DECEMBER

1950

## 1951 CAN Be One Of The Best Years For Home Modernization And Repair Work

Sales Manager of Building Materials Manufacturing Company  
Says Credit Restrictions May Actually Be Boon To Contractors

**"I**f we continue to sell we can make credit restrictive regulations mean nothing to us at all, for there is no restriction on modernization," Martin V. Coffey, General Sales Manager, The Philip Carey Company, told a dinner meeting of roofing and siding contractors on the evening of December 6, 1950.

Contractors have "a better chance than they've ever had before," to sell roofing, siding and insulation work, Mr. Coffey added. The restrictions on new housing starts will have the effect of turning homeowners to the repair, improvement and modernization of their present homes. The knowledge that building will be restricted for a long time to come will make all owners of homes acutely conscious of the need to maintain their present dwellings in good repair for as long a period as possible.

Few repair and modernization contractors realize, Mr. Coffey pointed out, that as much money was spent on modernization alone in 1950, as was spent for all construction in the great prosperity year of 1929. Seven billion dollars was spent on all construction in 1929, and the same amount on modernization alone in 1950.

"Prophets of doom and gloom," had predicted both in early 1949 and 1950 that requirements for building materials, roofing and siding would decline

at some time during the year, Mr. Coffey stated. The result was that contractors and wholesalers ceased stocking up on materials, and resulted in a number of price cuts, which were then passed on to the ultimate consumer. Despite the prophecies the public continued to buy, Mr. Coffey pointed out, and the excellent year of 1949



MARTIN V. COFFEY

was then topped by the record year of 1950.

In addition to the General Sales Managership of the Philip Carey Company, Mr. Coffey holds the position of Chairman of the President's Selective Service Appeal Board. He told the

contractors that we are going into a new type of economy, one which will build both for most civilian needs and for the huge five-year rearmament program looming ahead.

### Annual Dinner Meeting

The occasion of Mr. Coffey's address was the Annual Dinner Meeting of the Roofing, Siding and Insulating Guild of New Jersey, at which new officers were installed, and plaques presented to Past Presidents. The Guild is an affiliate of the Northeastern Roofing, Siding and Insulating Contractors of America. Among those present were C. N. Nichols, Managing Director of NERSICA, and J. E. Somerset, President of NERSICA.

Mr. Somerset personally made presentation of bronze plaques to past presidents of the Roofing, Siding and Insulating Guild of New Jersey in commemoration of the active work they had done for the association and for the improvement and maintenance of standards in the industry generally.

Recipients of the awards included Don Lingenfelter, President in 1942-'43; Vincent Crudele, President in 1944-'45; Si Bernstein, President in 1946; Joseph Ciocca, President in 1947-'48; H. Victor Main, President in 1949; and Alexander Kuellerer, President in 1950.

Vincent Crudele once again takes over the reins as President in 1951.

# This Contractor's Key To Volume Sales: Demonstrate! *Demonstrate!* DEMONSTRATE!

By EDWARD C. O'CONNOR

Special To American Roofer & Siding Contractor

RAY L. MESSERSMITH'S job signs and equipment are familiar sights in San Francisco and throughout the entire Bay Area. Roofing, Siding, Painting, Decorating and Remodeling cover the gamut; in short, his organization is geared to handle every phase of the growing trend toward home modernization and building remodeling.

An astute observer recently commented that while Henry Ford took Americans out of the home, television and back yard gardens are bringing us back home again. And the inevitable connection is that American families are becoming more home conscious; more than ever amenable to home modernization today.

Ray Messersmith and his forward-looking sales organization have developed that natural desire for a more comfortable, more attractive and more valuable home life by recognizing the trend and improving on it.

They know how to demonstrate that money so used is not an expense, but a wise investment. An investment that will continue to pay dividends in added comfort and sound dollar value.

Ray L. Messersmith, Licensed General and Painting Contractor, is adaptable and versatile from early training. Having spent considerable time ringing strange doorbells, himself, he has the viewpoint and manner of reasoning of both the potential buyer and the salesman. He knows that Food, Shelter and Clothing are the prime essentials and occupy that order in the minds of the man and wife in the home.

### 3 Key Words

He knows what every successful seller must know, that there are three key words which guarantee volume

sales and earn profits in any kind of selling. What is more important, he doesn't fail to use those three key words constantly.

The three magic words are, of course, "Demonstrate, *Demonstrate*, DEMONSTRATE!"

How do you demonstrate a new roof, or a paint job for a home or business building, for instance. Obviously, you can not put on the material, wait a few hours for it to "set," and then wait a couple of years to show how the material and workmanship has done its job.

### Uses Samples

He does it by getting a demonstration sample of his material into the hands of the prospect within the first ten seconds of the interview. Then he goes on from there; visualizing the selling points by logic and experience.

He has learned through much cold-

turkey canvassing, how important are those first ten seconds before a strange prospect; he can give you valid reasons why eighty per cent of all such sales are closed by twenty per cent of the salesmen. The other sixty per cent did the missionary work, and because they didn't have that little extra something possessed by the "lucky" twenty per cent who followed them.

He can tell you why a bag of popcorn has such remarkable sales appeal: because it reaches the five senses—sight, smell, sound, taste and touch. He can tell you how to use four of those primary senses in presenting modernization, and he does.

Get a demonstration sample of your material into the prospect's hands within the first ten seconds of the interview — then go on with your sales presentation. Remember that your prospect knows nothing about the subject except what you tell him, so you owe

(Continued on Page 21)



Some of the trucks used by Ray L. Messersmith in San Francisco and the entire Bay Area. Large false front on his place of business serves as advertising billboard. Note emphasis on telephone number, which is in larger type than anything except the name of the firm.



Left and right: Two types of overhead garage doors. Note that garage door on left has false hinges to give it the appearance of hinged door. These are garages with additions to them, and not homes with garages attached.

## Build Up Winter Business With These Easy To Sell Building Specialties

**D**URING the winter lull every roofing and siding contractor should sell and apply products which will tide him over into the spring season with a substantial volume of business. These "added" products, which he can take on while using only the canvassing, selling and applying skills he is familiar with, can be turned into year-round sellers. Addition of specialties

winter items garage doors offer a lucrative source of those extra dollars. Cars produced today are considerably wider than they were years ago. The result is the need for modernized widened garages, and with them a wider garage door. Ever since garages first came into popular residential use they have been getting deeper, shorter in height, and wider, to accommodate the lower slung longer cars of today. It is therefore advantageous to handle an 8' 6" garage door. This will fit the wider garage needs of today in just about every case.

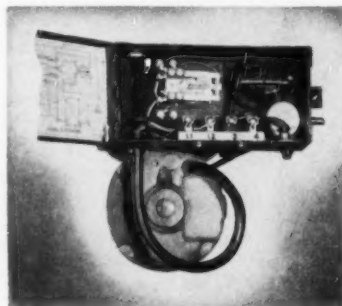
Manufacturers who know say: "A garage is only as efficient as its door." To be efficient a garage door must work well at all times and in any kind of weather. Here is the opportunity, when replacing garage doors to show the advantages of modern simple, easily controlled doors to meet all adverse conditions.

### Overhead Garage Doors

Overhead garage doors have any number of advantages for the home owner, and are an excellent replacement item for worn out doors. One of the excellent advantages of installation of these doors in double garages is

that they eliminate the center post. Cars are thus saved from the obvious inconveniences and risks involved in the use of this item.

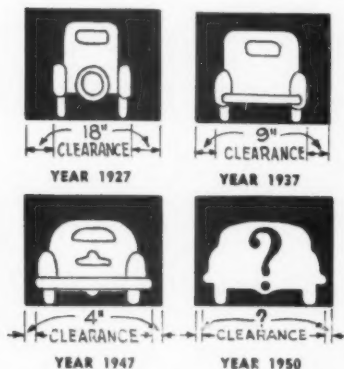
The center post problem is encountered mostly in old construction and is a nuisance that a great many homeowners are glad to get rid of. Your canvassers and salesmen should explore your community for such double garages with old fashioned center posts.



Wiring operators is easy. Mechanic merely connects wires to proper points.

Everyone of them represents an opportunity for profit.

An excellent source of profits in the  
(Continued on Page 24)



Above diagrams show the decreasing clearance of cars since the year 1927.

can sometimes become a major part of the contractor's income.

Among a considerable number of



# Promotional Schemes Bring More Customers To Roofing And Siding Contractors

Here Are Some Giveaways, Gimmicks, Prizes, And Contests To Keep Customers Coming In All Year Round

By R. C. HANNON

Special to American Roofer & Siding Contractor

**R**OOFING materials dealers throughout these United States are currently preparing a banner and bumper crop of business building promotional activities, a number of which are reproduced in this necessarily brief article. These items on the agenda are well worth considering because they are as adaptable for use in the smaller communities as in the larger ones. Just for instance and just for example:

One roofing materials dealer in Denver, Colorado, is issuing a monthly calendar which is pint-sized for placement in pocketbook, purse or billfold. Each month's calendar contains a picture of a typical community home—be it large or small—which belongs to a customer of the roofing concern. Underneath the photograph is a caption giving name of home owner and location of home. Any individual who purchases roofing materials from this dealer, automatically has a picture of the home taken by a local commercial photographer at no charge whatsoever. A print is presented the roofing materials customer—and if the picture is used as a calendar pinup, then an additional \$3.00 is paid. The commercial photographer charges nothing for his services because he makes many new and promising contacts in this fashion.

Underneath the photograph of the home, a different home being featured monthly, are the days of the month with holidays circled in red. On the reverse side are a number of short and to the point hints on ways of improving homes, projects for inside the home, and other such topics. Anyone may submit such short and crisp hints and if they make the calendar, they are paid for at \$1.00 apiece. This calendar has been well received and is distributed at the roofing materials dealers only, except when mail requests are received. This is the only type of direct mail

which is used by this dealer and for that reason it is made as "informal and interesting" as possible.

## Lends Out Piggy Banks

Another roofing materials contractor, Midwest Roofing of Denver, Colorado, has another New Year's promotional activity looming on the horizon. Midwest Roofing has arranged to loan out piggy banks in various shapes and sizes,

to any home owner who is willing to pay down a \$1 deposit, refundable when piggy is returned in A-1 condition to dealers fold.

## Used To Advance Credit

Home owners can fill piggy with coins and paper money and when it is full, it is brought to Midwest, who open it and credit its contents against the

(Continued on Page 29)

## Applying Insulating Siding

(Number 2 of a Series)

**T**HE insulating siding contractor who wants to assure a satisfied customer and collect the rewards therefrom must begin exercising certain precautions even before the job, itself, is commenced. Improper handling of

tection is provided the ends by heavy cardboard inserts. However, the packaging is not intended to prevent damage when the bundles are dropped or tossed carelessly into a truck. They must be set down with care, an elementary precaution but one often violated to the expense of the contractor.

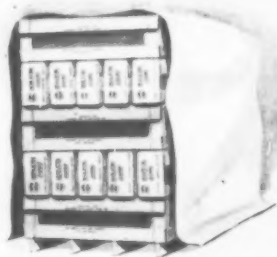
## Stack Cartons On End

Insulating siding cartons should be stacked on end in warehouses or on the job. That's one reason for the protective inserts. However, it is permissible to stack them on edge where space is limited, though never more than five bundles high. Under no circumstance pile the cartons flat, as this compresses the mineral granules into the asphalt coating on the face.

Less obvious than the precautions already mentioned is the damage which occurs to insulating siding bundles left exposed to the weather. Bundles awaiting application should be stacked as directed and then carefully covered with some waterproof material such as ordinary roofing paper or a tarpaulin.

The face of each panel is completely weatherproof, but the back is not impervious to moisture and will absorb

(Continued on Page 30)



Insulating siding cartons should be stacked on end in warehouses or on the job.

insulating siding can be the basis for future complaints. The contractor who is awake to the findings of the Insulating Siding Association's surveys—that every satisfied customer influences an average of two additional sales—will keep this in mind.

Insulating siding panels are bundled in neatly wrapped cartons. Extra pro-

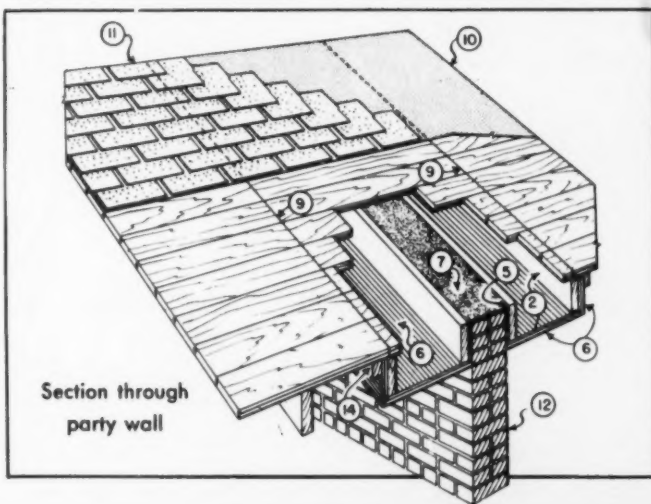
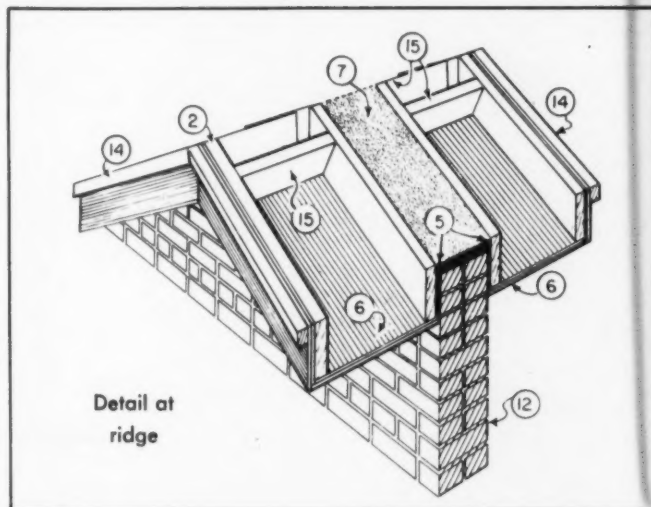
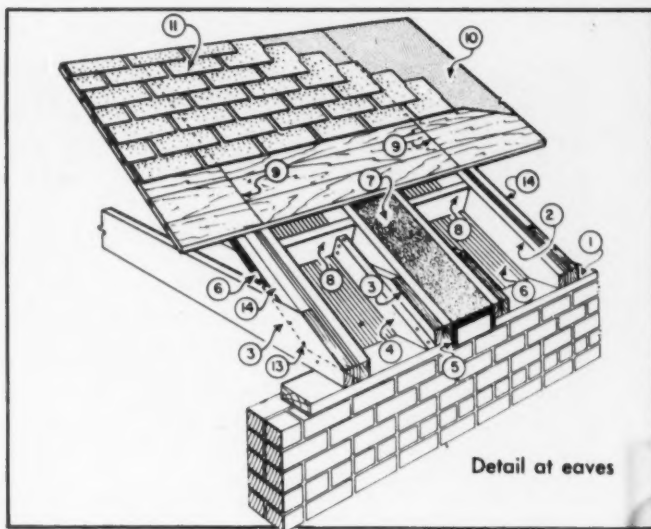
# Fire-Resistant Steep Roof Construction For Row Houses

By J. L. STRAHAN  
Technical Director,  
Asphalt Roofing Industry Bureau

On the right is shown a method for constructing continuous fire-retardant roof decks which span two or more row houses separated by two hour masonry fire stop party walls. The design eliminates protruding parapets at the party walls.

## LEGEND

1. Plate.
2. Rafter.
3. Ceiling joist.
4. Nailing block for gypsum board.
5.  $\frac{1}{2}$ " asbestos lagging cement or  $\frac{1}{2}$ " blanket mineral wool, or  $\frac{1}{4}$ " softest type asbestos millboard, or any resilient incombustible fill between rafter and masonry.
6. Two layers  $\frac{1}{2}$ " gypsum board. When 20 ga. 1" mesh galvanized poultry netting is incorporated between the layers, the time temperature rating is 1 hour. Without the netting the rating is 45 minutes.
7. Incombustible resilient fill such as mineral wool, asbestos fiber, or equal, to cover top of party wall to a depth of at least  $1\frac{1}{2}$ ".
8. Fire stop header, full depth of rafter. Space between header (8), rafters (2), and plate (1), to be filled with a light weight incombustible fill.
 9. All roof boards to end over center of second rafter on each side of party wall.
10. No. 15 asphalt saturated felt.
11. Asphalt Shingles.
12. Two hour masonry party wall.
13. Three 20d common nails located  $1\frac{1}{2}$ " above lower edge of rafter.
14. 2" x 2" fulcrum member to facilitate failure of roof deck along rafter when on fire.
15. Header to provide secure nailing for gypsum board.





The recently applied roof above at left is of a material of Belgian origin called Langley Sterreberg Pantiles. The one on the right is of slate. Both have open valleys. The house on left has butt jointed hip and ridge, that on the right has hip slates and ridges.

## Modern Roofs Applied In Africa

Scottish Contracting Firm Establishes Branch In Rhodesia, And Applies Concrete Tile, Slate And Shingle Roofs

SEVERAL months ago, Mr. Alexander Birrell, roofing contractor of Kirkcaldy, Scotland, wrote to us asking some questions about *American Roofer & Siding Contractor*. Through correspondence it developed that Mr. Birrell had a branch in Rhodesia, the British colony in the eastern part of Africa.

The editors asked Mr. Birrell if he would send us a story about his roofing operations in Africa. The result is as you see on this page, a number of very fine photographs of new homes covered with concrete tiles or slate or shingle roofs. With the photographs came a letter from John Pringle, Managing Director, Alexander Birrell (Rhodesia) Ltd. We quote from Mr. Pringle's letter:

### Roof Materials

"Most roofs here are covered with concrete tiles, either broseley pattern or interlocking, but we have done a number of slate and shingle roofs as well.

"Clay tiles are difficult to obtain as,

like the slates, they have to be imported from the Union of South Africa and the increased railage cost does not enable them to compete with the local concrete made tile.

"Some clay tiles are manufactured in Southern Rhodesia but only in small quantities and are consequently rarely specified by the Architects.

"Shingles are very popular but once

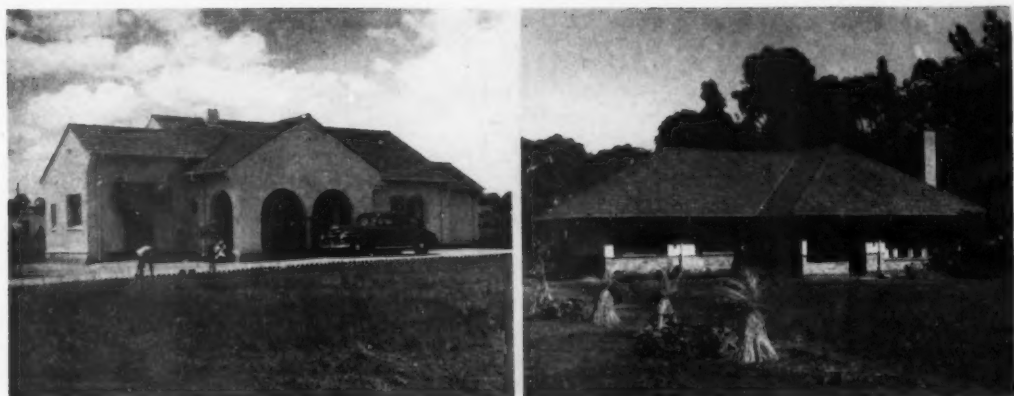
again, owing to currency restrictions, are in short supply and when the present stocks are exhausted will be practically unobtainable.

"All our personnel come from Great Britain and nobody is employed who has not served his apprenticeship, with the result that despite the heavy rains experienced during the rainy season

(Continued on Page 29)



Nyasa House in Nyasaland, Northern Rhodesia, was covered by Birrell with Sterreberg Belgian Pantiles, butt jointed hips and ridge.



The African house on the left above is sheltered by Golden Brown Concrete Interlocking Tiles. Butt jointed half round ridge. The house on the right boasts Brindled Interlocking Tile of Concrete, and collar hips and ridge.

The pictures above and on the page at the left were all taken by the Alexander Birrell firm's branch in Rhodesia, Africa. Only in the last few years has a roofing firm found it profitable to roof modern homes in this section of the Dark Continent.

## American Pre-Fab House Draws Thousands Of East Germans To View It In Berlin

The so-called "iron curtain" designed to cut off the East from the West in Europe is not strong enough to curb the curiosity of thousands of people in the Eastern zone of Germany who want to find out all they can about life in America.

This was strikingly demonstrated at the International Trade Fair held recently in the American sector of Berlin, where one of the most popular attractions proved to be an American prefabricated house, produced in this country and erected at the Fair on orders from the U. S. State Department. Every day of the Fair long lines of people waited, sometimes for several hours, to go through the house, and a careful check showed a daily average of 4,000 going through. Of these it was estimated that at least 30 per cent were Germans who had crossed over from the Eastern zone.

### Three-Room House

The house, which was produced by Page & Hill Homes, of Shakopee, Minn., comprised three rooms, with breezeway and garage. Exterior features attracting much attention were

the attractive siding material and the asphalt shingle roof. Inside, the greatest interest was displayed in the compact plumbing and heating equipment

and in various kitchen features such as an electric mixer and an automatic washing machine.

An attractive booklet entitled "Amerika Zu Hause" (America At Home) was issued by the State Department and distributed to visitors. In addition to exterior and interior views of the house, it contained considerable general information about the American way of life. The purpose of the exhibit was to acquaint people from many parts of Europe with the beauty, utility and convenience of homes available to American families of limited income.



Outstanding exhibit at the recent International Trade Fair held in American Zone of Berlin, Germany, was this American prefabricated house erected on orders from the U. S. State Department. In the crowds that swarmed through the house were thousands of Germans from the Eastern Russian Zone. Exterior features attracting much attention were the attractive siding material and Ruberoid asphalt shingle roof. Purpose of the exhibit was to acquaint Europeans with the beauty, utility and convenience of homes to American families of limited income.

## Salesmen Become Ranchers IF They Sell Enough Roofs

### Cattle Are Given Instead Of Cash Bonuses As Selling Incentive

**D**ID you ever aspire to be a Texas cattleman?

Salesmen for the Southwestern Petroleum Company of Fort Worth, Tex., are receiving an opportunity to realize just such an ambition this year.

Southwestern has announced plans to turn over ownership of a herd of cattle to a group of its salesmen on Dec. 31, 1950. Value of the herd is guaranteed by the company to be not less than \$5,000.



Jack Canning, executive vice-president of Southwestern Petroleum Company of Fort Worth, Tex., as he looks over part of a cattle herd on the McClung Ranch, near Cleburne, Tex. It was Mr. Canning who conceived the idea for the Cactus-Z cattle contest—and product sales have soared 20 per cent ahead of last year, since the unique sales promotion was announced.

What happens to the herd thereafter is up to its salesmen owners. If and when it is to be sold will be at the discretion of the majority of the owners, with the company bearing the maintenance cost of the herd until it is sold, and when the cattle are sold, all proceeds to go to the salesmen owners.

#### Sales Contest

Of course, the whole thing is a sales contest. But it is a unique one and works like this:

1. Monthly throughout 1950, the company is issuing "Baby Beef Vouchers" to all of its salesmen at the rate of

one point for each dollar's worth of net shipped business.

2. Salesmen to be eligible for ownership of the herd must earn at least 100 points in "Baby Beef Vouchers"—or

in other words have net sales of not less than \$100—for every month of the year or from the date of their employment to the end of the year.

3. On Dec. 31, 1950, the salesmen who are eligible for herd ownership will turn in their "Baby Beef Vouchers" to be exchanged for "Herd Ownership Certificates," and the share of ownership given to each salesmen through his certificate will be based on his percentage of the total baby beef voucher points turned in.

There is also an additional contest rule to the effect that a salesman must not "enter the employ of, or solicit

(Continued on Page 28)

### Covering The World ...



THE PAINT  
USED FOR THE  
MOSAICS COVERING THE  
DOME OF THE DEL CARMEN  
CONVENT, MEXICO CITY, HAS  
RETAINED ITS LUSTER FOR  
3½ CENTURIES!

By Elmo





# NEWS OF THE MONTH



ASSOCIATIONS ♦ COMPANIES ♦ PERSONALITIES ♦ GOVERNMENT

## All-Time Record Level In Construction Just Before Start Of New Defense Program

Production of building materials and equipment reached an all-time record level just before the new defense production program started, Charles M. Mortensen, managing director of the Producers' Council, stated recently.

"Stimulated by the unparalleled production of housing and the high volume of public works, materials production in May of this year was 67 per cent higher than the average for 1939 and about 4 per cent greater than in October, 1948, the previous peak month," Mr. Mortensen said.

"The overall output has continued at a high level since hostilities began in Korea and will remain near record levels until the building industry's share of steel, copper, and other strategic materials is cut back to meet the requirements of defense production.

"As a result of the record-breaking production of materials and equipment, there should be ample supplies to complete the large volume of housing and other construction now under way.

## Traffic Section Head Named by Koppers Co.

Erwin A. Gorges, assistant manager of the traffic section, Traffic and Transportation Department of Koppers Company, Inc., since early this year, has been named manager of that section, it was announced recently by John B. Keeler, department manager. Mr. Gorges succeeds Albert A. Mattson who died September 16.

## Paraffine Companies Select New Name

The name of The Paraffine Companies, Inc., was changed to PABCO PRODUCTS INC. on November 1. There is no change in the management or policies of the company.

The trade name "PABCO" has been used for approximately 50 years to identify the increasingly diversified products of the company. Advertising and marketing expenditures aggregating millions of dollars have been made to promote acceptance of "PABCO" as a world-wide symbol of the highest standard of quality and service.

## Charles E. Dorrell Passes Away Was President of The Russell Harrington Cutlery Company

Charles E. Dorrell, President and General Manager of the Russell Harrington Cutlery Company, passed away on August 26, 1950. The Company's address is Southbridge, Mass.

## Flintkote Again Wins Annual Report Award

For the third time in the last four years The Flintkote Company was awarded the Financial World magazine's "Bronze Oscar" for having submitted the best Annual Report in the entire Building Material Field.



I. J. Harvey, right, receives award for Flintkote.

Mr. G. K. McKenzie, Vice President and Secretary of The Flintkote Company, who substituted for Mr. I. J. Harvey, Jr., Flintkote's President, is shown receiving this highly prized award, for Flintkote's 1949 Report, from Weston Smith, Executive Vice President of the Financial World, at the Annual Awards Banquet held recently in New York.

## Armstrong Cork Holds Seminar For Wholesale Salesmen

Fourteen wholesale salesmen participated in a Wholesale Salesman Seminar sponsored by the Armstrong Cork Company Building Materials Division at Lancaster, Pa., during a week in November. The Seminar was the third in a series of four to be presented by Armstrong this year.



Salesmen Who Attended Seminar

Discussions featured the wholesaler's problems in relation to promotion, advertising, and selling aids. A tour of the Company's home offices in Lancaster and a visit and tour of the Company's fiberboard plant at Macon, Ga., were included on the program.

Those participating in the Seminar included: Front row, Windsor F. Bounds, Delmarva Sash & Door Co., Lancaster, Pa.; Richard J. Schilling, Hannigan & Crawford,

Inc., St. Louis, Mo.; Albert Niles, Bramlet & Co., Peoria, Ill.; Gordon Swanson, Fiddes-Moore & Co., Hammond, Ind.; Thomas J. Saunders, Binswanger & Co., Richmond, Va.; Harold J. Richards, Buffalo Plywoods, Inc., Buffalo, N. Y.; W. B. Ellis, Chicago Dealer Supply Co., Chicago, Ill., and Russell F. Blythe, Building Materials Service Co., Indianapolis, Ind.

Tony Pappas, U. S. Mengel Plywoods, Inc., Tampa, Fla.; John Mitchell, U. S. Mengel Plywoods, Inc., Dallas, Tex.; Warren S. Williams, U. S. Mengel Plywoods, Inc., Kansas City, Kan.; Frederick Kilpper, Jr., U. S. Mengel Plywoods, Inc., Memphis, Tenn.; E. W. Midyette, Jr., William M. Bird & Co., Charleston, S. C.; and Eugene R. Hansen, W. H. Pipkorn Co., Milwaukee, Wis.

## Celotex Announces Two New Appointments to Sales Positions

Two new members have been added to the Sales Department of The Celotex Corporation in different areas. Elmer S. Cripe has been appointed Assistant Manager of the Chicago sales branch. He succeeds J. E. Varlie who was recently made manager of the branch. Allen Cassin has been appointed an Assistant General Sales Manager of The Corporation, supervising operations of eastern sales branches. His headquarters will be in Washington, D. C. W. H. McAuliffe, formerly Assistant Manager of the Cleveland branch succeeds Mr. Cassin as manager of that branch.

## Repair Work Will Swing Up Next Year, Council Predicts

While residential, commercial and recreational construction in urban areas declines during the next year in the face of emergency restrictions, farm building repair work can be expected to increase throughout the country, A. Naughton Lane, president of the Producers' Council, stated Thursday.

Seven hundred and fifty million dollars will probably be spent to repair and improve existing farm homes, barns, and service buildings during the year.

"The call for greater production of foods and other farm crops, coupled with the anticipated gain in farmers' incomes, should result in the expenditure of about \$1¼ billion for the construction of new farm structures in 1951, a gain of 147 per cent over estimates for 1950," Mr. Lane said.

"To date, no controls have been placed on farm construction, except the building of new farm homes on which mortgage loans are obtained. In view of the widespread need for improvements, it is unlikely that any

(Continued on Page 30)

in  
**MATERIAL  
LITERATURE**



in  
**PRACTICE  
EQUIPMENT**

### Hard Coating for Aluminum

Hard coatings applied by a new process may qualify aluminum and other lightweight metals for roles now monopolized by steel alloys. The process has already been used on aluminum leg braces, helicopter blade tips and the leading edges of airplane wings. Developed by the Glenn L. Martin Company, it is supplied by an electrochemical method and creates a nonmetallic, strongly bonded surface. Coating thicknesses range from .0001 to .006 inches, with abrasion-resistant uses generally calling for .002 inches. The coating is classed as "file hard."

### Asbestos Shingle Cutter

A new, lightweight asbestos shingle cutter, with obvious advantages to the man who carries his shingle cutter with him on the scaffolding, has been perfected by Specialty Tool Manufacturers, designers of the original "Improved Handy" asbestos shingle cutter.



The lightweight "Improved Handy" known as Model "A-32" has a 32-inch cutting capacity and weighs only 31 lbs. It is 43 per cent lighter than its companion model in cast iron.

This highly durable light weight model was made possible, by the development of a new aluminum alloy which, when correctly heat-treated, withstands the stresses and shocks to which these tools are generally exposed.

### Roofing Pamphlet

Entitled "Roof Savers," a new Johns-Manville publication tells how to prolong the life of a roof and repair accidental damage. The recommendations apply to commercial, industrial, residential and farm buildings.

Roof problems are divided into three groups: 1. roofs that are starting to dry out; 2. roofs that are dried out and eroded; and, 3. roofs and roof structures that are

broken.

So that a building owner can quickly classify his problem there is a close-up picture of a typical room in each group. Combined with this is a picture showing how to prolong the life of such a roof. And, there are pictures showing the difference in appearance and consistency of the recommended materials.

Copies of this folder are available free.

### Color Brochure on Terne Roofing

Terne metal roofing for homes is the subject of a four-color, 16-page consumer brochure recently published by Follansbee Steel Corporation.

The booklet, which is being sent by Follansbee to architects, sheet metal jobbers and contractors for eventual consumer distribution, is issued with the company's note that seamless terne metal roofing, after a ten-year absence from the market because of wartime and postwar shortages, is currently exceeding all previous production figures.

This roofing is made of copper-bearing steel strip, heat treated to provide a balance between malleability and toughness. It is dip-coated with terne metal, an alloy of about 80% lead and 20% tin.

"What we have in terne plate is the tensile strength of the steel sheet plus the extremely high corrosion resistance of lead," the booklet notes. "Terne roofs are fireproof, easy to apply, readily painted in any color, inexpensive, and light enough to eliminate special load-bearing sub-structure."

Subdivisions of the booklet include the history of terne plate, paints recommended for terne roofs, color harmony, three basic types of terne roofs, and methods of application.

Copies available in single copies or in quantity from Follansbee Steel Corporation.

### Improved Steel Doors

Important improvements in its popular line of Milcor Steel Access Doors have been announced by Inland Steel Products Company. New, no-sag, spring hinges allow the door to be opened to 175° and position the door positively for a better fit and easier closing. By extracting the pins from the

hinges, the door can be completely removed from the frame.

A new rust-inhibitive, gray paint is used as a primer coat. This new primer affords greater protection against corrosion and does not rub off. Individual packaging of the doors has been adopted with one door packed in a sturdy carton and the contents clearly identified by a bright, easily read label. These improvements are advantageous to both the builder and the owner.



Milcor Steel Access Doors provide convenient servicing of key points in plumbing, heating, electrical and refrigeration systems by eliminating the necessity of cutting into or otherwise damaging the walls. They are made in three styles and eleven sizes ranging from 8" x 8" to 24" x 36". Styles are as follows: Style "K"—With a wing of expanded metal for plastered walls; Style "L"—Without the expanded metal wing, for plastered walls; Style "M"—For masonry, tile, wallboard, etc.

### Night Lighting Systems

A detailed report on night-work lighting systems for construction equipment is now available from the Office of Technical Services of the U. S. Department of Commerce.

The report, prepared by the Army Corps of Engineers, deals with experimental work which is said to have made possible construction operations at 85% of normal daytime rate. Lighting systems, powered from the vehicle's regular generator, or from additional generating units provided, were placed on various mobile construction devices.

Advantages of placing lighting equipment directly on construction units, rather than using area floodlighting, are said to include high intensity illumination on the work plane; elimination of shadows from the oper-

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If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

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## Loan Terms Make It Easy to Reroof Home

Credit regulations for home repairs, alterations and improvements remain liberal despite the recent restrictions imposed by the government on loans for new housing.

Actually, it is easier to put an asphalt roof on your home than it is to buy a new refrigerator so far as the credit controls are concerned. A minimum down payment of only 10 per cent is required for home repairs and the home owner has 30 months to pay the balance. The minimum down payment for a refrigerator is 15 per cent and the balance must be paid in 18 months.

Under Regulation W, which governs loans for home remodeling, the home owner may spend up to \$2,500 on a single contract.

The low required down payment of 10 per cent plus the long period permitted in which to pay the loan makes it easy for the home owner to finance improvements, thus protecting and increasing the value of his investment.

With the tighter restrictions on new housing, it becomes even more essential that existing homes be kept in good repair.

There is nothing complicated about obtaining such a loan. The home owner simply arranges to borrow the amount he needs from his bank or other lending agency. The loan is guaranteed by the Federal Housing Authority to encourage lending agencies to extend loans for remodeling and repairs.

Suppose, for example, a new roof is needed. The chances are an asphalt shingle roof will be selected because it is economical, fire-resistant and colorful.

If the price of the new roof is \$350—including the cost of applying it—a down payment of only \$35, or 10 per cent, will be required. Small monthly payments, little more than \$10.50, will take care of the balance of \$315, spread over a period of two-and-a-half years.

## 19-Inch Selvage Roll Roofing Recommended For Barns

Roofing material used on barns and

other farm buildings should be fire resistant, must be able to withstand all kinds of weather and still be economical to apply and maintain. Designed especially to meet these requirements is 19-inch selvage edge roll roofing.

This is an asphalt roll roofing which comes in strips 36 inches wide. Seventeen inches of the width is mineral-surfaced, and only this portion is exposed when the material is applied on a roof. The mineral-surfaced part of one strip lays over the 19-inch selvage or unsurfaced part of the sheet below it.

## Recommended For Barns

Application of this type of roofing is particularly recommended for barns. The barn usually is situated on high ground to facilitate drainage and, consequently, is fully exposed to the wind. The roof also is subjected to high internal wind pressures which develop when barn or haymow doors are open. Such pressures frequently are strong enough to damage a weak roof deck or poorly applied roofing material.

*Here trying hard to catch up!*



**American Duo-Laps**  
DOUBLE COURSE SHINGLES  
FOREIGN GRADE STRAIGHT GRAIN RED CEDAR  
REG. U.S. T.M.

If we've been a lap or two behind in our race to deliver Duo-Laps to you, please remember we're trying hard to catch up. The building boom boomed to such proportions that everyone wants Duo-Laps up... and we're caught with our shingles down! For builders have found Duo-Laps to be the "Real McCoy." The new Infra-Red process gives Duo-Laps a harder, more durable finish, makes it easier, faster to apply. We're shipping Duo-Laps in greater volume than ever — so we hope your Duo-Laps will arrive soon.

**THE American**  
**STAINED SHINGLE COMPANY**  
371 SPRUCE STREET, COLUMBUS 15, OHIO

## The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double life*—yes, gives you *double wear* because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

**HYDE** MANUFACTURING CO.  
SOUTHBRIIDGE, MASS., U. S. A.



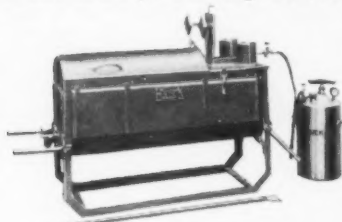
**IF YOU WANT MORE "HOT STUFF"—FASTER—FOR LESS FUEL**

# Make the **SPEED-MASTER** YOUR NEXT CHOICE

**THE KETTLE WITH FLASH-PROOF FLUES**

and Other Hauck Improvements

Acknowledged as the leader in kettle engineering construction and service, the Hauck "Speed-Master" combines superior kettle features to double your output and cut fuel, labor, time and maintenance costs in half—or even more. Just study these design features:



Skid Type Kettle—in 40, 55, 80, 115 and 165 gals. capacity.

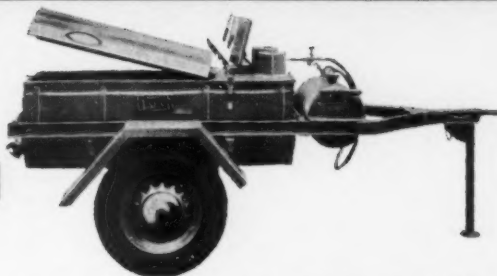
**INTERNAL TUBE HEATING**—speeds melting time, distributes heat uniformly. System easily removable for quick cleaning.

**IMPROVED WELL TYPE BURNER**—fires horizontally; seamless steel coil burner with close control of flame size.

**"FLASH-PROOF" FLUES**—double walled—provide effective insulation to prevent excessive temperature and reduce flashing.

**ALL-INSULATED KETTLE**—for comfort in charging and tapping.

**QUICK-DELIVERY COCK**—located for faster draw-off and draining of material.



Trailer Kettle on Pneumatic Tires (above); Solid Rubber or Steel Wheels—in 55, 80, 115 and 165 gals.

**ARCHED COVER** for large loading capacity—and hinged for free access to kettle.

**HINGED COVER PROTECTION** for burner well and flue tubes; can be locked shut.

**FUEL TANK**—welded steel, fully equipped; mounted on chassis frame; removable for other heating work.

**OTHER FEATURES**—rugged, full length channel steel chassis; loading handles on frame and retractable leg; semi-elliptical springs on trailer kettles. Rugged skids and handles on skid kettles easy to move.

**HAUCK MANUFACTURING CO.**

103-113 TENTH STREET

BROOKLYN 15, N. Y.

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"Worth its weight in gold."

"We think your Manual is terrific."

"The Bible of the Industry."

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## CONNERY'S ROOFING KETTLES



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Write for catalog showing our full line of bottom fired and tube heating kettles, buckets, dippers, etc.

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COMING  
SOON...

**C-THRU'S NEW BABY**  
will mean more  
**PROFITS TO YOU!**

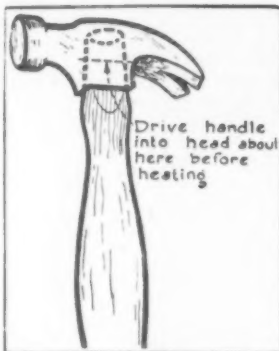
C-THRU Aluminum Awning Co.  
424 West 11th Street, Los Angeles

40 Years of  
**AMERICAN ROOFER**  
An Article  
Coming in January

## Kinks and Short Cuts

### Replacing Broken Handle

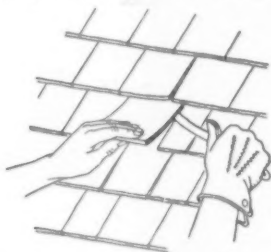
Buy a small bottle of glycerin. Soak the new handle in the solution for one week. After removing it from the solution, file the handle carefully with a rasp so it fits the head tightly. Drive



in the handle to the point marked on the illustration. Heat the hammer in an oven until the head is hot, then drive the handle all the way in and wedge as usual.

### Removing Shingles

Bad shingles can be torn out, but the proper method is to lift the shingle



and insert a hacksaw blade beneath it so that the shingling nails may be cut off flush before placing new shingle.

### Painting Concrete

Ordinary house paint can be used in painting concrete and portland-cement stucco. But the concrete must be dry. Sufficient time should be allowed for night dampness to dry off, and after a rain three or four days are required to permit the concrete to dry out thoroughly.



## Books

**Building Insulation.** by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$4.50.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

**Sheet Metal Work.** by William Nuebecker. 360 Pages, 430 illustrations, \$3.00. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, coppersmith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

**Asphalt and Allied Substances.** by Herbert Abraham. 1,515 Pages. \$22.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

**Skylight and Room Tables.** by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

**How to Estimate for the Building Trades.** by Townsend-Dalzell-McKinney. \$5.50. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

**Roofing Facts Worth Knowing.** by G. W. Owen. \$1.00. An illustrated booklet of interest to roofers and their customers. Contains many valuable items of information including history and importance of roofing, built-up roofing, flashing information, factors affecting the choice of a roof, roof maintenance and many others. This booklet can be used as a selling aid for your salesmen.

**My Hardest Sale** is an account of twenty difficult sales that were closed through clever, unusual stunts. Every salesman selling roofing, siding and allied products can get hundreds of dollars worth of ideas out of this brochure. It costs only \$2.00 each, or \$1.50 for 10 or more. Put this live, practical 22-page book into the hands of everyone of your men.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

**BOOK DEPARTMENT**  
**AMERICAN ROOFER**  
425 Fourth Ave., New York 16, N. Y.

## Key To Sales

(Continued from Page 8)

him, and yourself, a complete, convincing sales story.

Let the prospect prove for himself that every claim is justified by the experience of others who have had the same modernization problems. Give him concrete examples that are easily verified in every case.

### Fear And Pride: They Sell

Fear and Pride of Possession rank high as sales impelling principals, especially in selling roofing and modernization. "A house burns every four minutes of the day and night!" That fear-inspiring information is backed by the National Fire Protection Association, and other authorities.

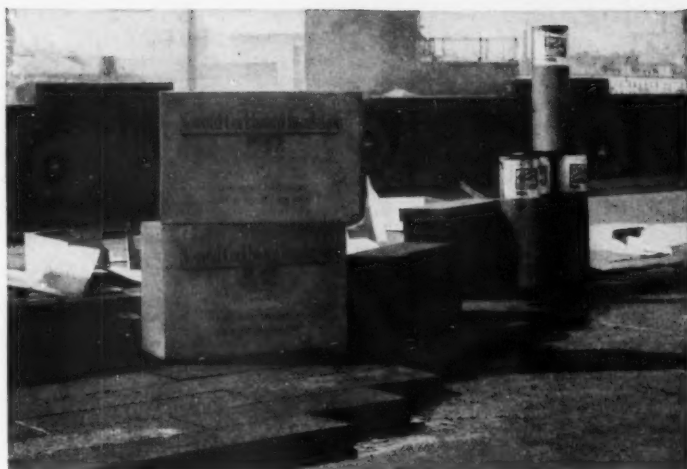
A home, or building owner, having a combustible roof on his building is simply inviting danger — and maybe death. Most municipalities in the United States forbid the use of combustible material for roofing and many more have partial restrictions forbidding application of such roofing material. It is generally considered a national menace to the safety of families and cities.

Figures and unassailable facts offered by the National Fire Prevention Association and of Insurance Companies and Fire Chiefs, show that combustible roofs are a dangerous menace to the home—to the children—to the family—to the city and to the country.

When the home is re-roofed with asbestos or asphalt shingles, the owners have removed the danger of their homes taking fire from sparks or flying fire brands which cause about ninety-eight per cent of home fires. Sparks and burning brands are often carried miles by the wind during fires.

Drawing such word pictures as this are effective: The homeowner's house is on fire; and their children are at home, locked in; such a picture can send a shiver up and down the homeowner's spine—and it should do so, if their roof is a veritable "tinder-box" inviting such fires. Yet, every day, the newspapers carry such actual horror stories—and they don't always happen to the other fellow. It can, and does happen, to anybody who is not protected against it.

With such dramatic but realistic demonstration, the matter of price becomes secondary. The primary con-



## Twenty years' service is PLENTY OF PROOF!

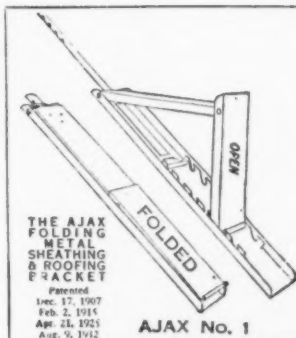
Here's a picture taken in 1930. It shows Novoid Corkboard going on a factory roof at 540 Park Avenue, Brooklyn, N.Y. Twenty years later, that same insulation is still in place. The factory has changed hands (it's now the Deteco Scales, Inc.); the roofing surface has since been replaced; but the original insulation is still doing its job.

When your customers are tempted to experiment with new and unproved insulation materials—you

might show them this picture. Here is an insulation you don't have to take on faith. Thousands of installations prove that Novoid Corkboard will do everything claimed for it.

That's why Novoid Corkboard is a sound base on which to build a reputation for quality roof work. You can get Novoid from a distributor near you. May we send you his name? Novoid Cork, Englewood, New Jersey.

## NOVOID CORKBOARD ROOF INSULATION



**AJAX Roofing Brackets**

**MAN-size — Superefficient**

**ALL STEEL — Unbreakable**

**AJAX Building Bracket Co.**

1551 Hydal Mount Rd.  
Cleveland Heights 8, Ohio

## BIRD PROBLEM ENDED FOREVER



**Nixalite**  
PRECISION ENGINEERED

### BIRD PROOFING

**HELPS TAKE THE SLACK OUT OF  
YOUR DULL WINTER SEASON**

Write today for full details!



**NIXALITE CO. of AMERICA**  
115 WEST THIRD STREET  
DAVENPORT, IOWA, U.S.A.

### Helps You 2 Ways!



### STEADFAST LADDER & SCAFFOLD BRACKET

Here is the handiest, easiest-to-use, neatest offset ladder bracket you've ever seen. It will save you time, labor and money; it's safer!

STEADFAST BRACKETS help you two ways:

1. Offset ladder rails from sidewalks, gutters, cornices, etc.
2. In pairs they make an easily assembled scaffold support.

**Over 4,000 In Use**

Order from distributor or direct. Write for folder. Money back if not satisfied.

Distributors: Territories Open!  
Write for Literature

**STEADFAST EQUIPMENT CO.**  
878 Franklin Ave. Thornwood, N. Y.

sideration is SAFETY. And safety demands the best in materials and workmanship which always proves the most economical. That satisfaction of safety is worth the cost of quality. Bids mean nothing compared to value received. People have come to believe that they get just about what they pay for; nothing more, nothing less.

### "Getting Along"

Messersmith believes that the ability to "meet people" and get on well with them is better than the Midas Touch. He will tell you that if you examine the most successful salesman you know you'll find a person who finds it easy to "meet people." A person whom people have a tendency to like at first sight.

(He's a very splendid example of the type himself.) "Today, in the American business situation and with present market conditions, it is the salesman who is the important man in any organization. If he sells, business is good. If he doesn't, it isn't. In no other sphere of the business picture is this as true as it is in Direct Selling, which depends on selling alone. (Going direct to the buyer before he has to come to you.)

"The time and effort of our closers and executives are geared towards making our name a watchword in complete modernization and a better one for our sales organization to handle, and helping our sales organization make more sales and more profits for themselves.

"We know that when our sales organization makes money, we do not have to worry about our own profits."

Hence the company's versatility and adaptability. The man in the field knows that his company is equipped to handle any kind of modernization problem, so he isn't restricted to one

type of building service. If he can't sell them a roof he can sell them siding—or a paint job—or a remodeling job of some kind. He has a bread-and-butter line, plus ice cream as well. And a potential customer for his complete line in time.

### Not Today: Then Tomorrow

The customer who re-roofs today but cannot see his way clear to have a siding job at the same time will certainly consider Ray L. Messersmith's company when the time comes, because he knows that this company knows his modernization problems and just what to do about them. In due time his salesman will call again and again to demonstrate, Demonstrate and DEMONSTRATE. He will again visualize the investment features as well as the economy of having the job done now.

In the meantime, no advertising medium is neglected; and results are carefully checked to determine the most effective appeals. Canvassing work is analyzed constantly with the idea of improving the effectiveness of the contact men as well as that of the closers. Cooperation and coordination are the important principals with this organization.

### Desire for Self-Respect Will Help Salesmen

Better and happier selling is the aim of Messersmith, for he knows, firsthand, what they mean to the salesman. An ardent desire to gain self-respect combined with other ambitions will gain leadership for any salesman. The "human Element" receives major emphasis in his sales training program.

He believes, and proves it, that the human element can mean the difference between a happy, successful salesman



**ON-THE-JOB  
TESTED MOPS**

**ROOFER'S MOPS ON HARDWOOD HANDLES**  
YARNS ON TUBES OR CUT AND TIED

Write for Prices and Yarn Samples  
"QUALITY PAYS FOR ITSELF"

**EUREKA MOP MFG. GO.**  
1808 CHOUTEAU AVE. ST. LOUIS 3, MO.

and a dismal failure. Countless case histories leave on doubt on this score. Often the person who seemed to possess the most natural aptitude for selling was the one who made a miserable failure; while his less gifted brother went on to leadership. Why?

### The Human Element

The human element; the qualities of relationships between the salesman and the prospect or customer. He has broken these elements down and made them easy to understand. Here they are:

**Ease of contact.**

**Courtesy and good manners.**

**Ardent desire to appear well.**

**Self-respect and respect for others.**

**Emotional stability and good work habits.**

**Conversational effectiveness.**

**Understanding, sympathy and service.**

**Interest in the customer. Helpfulness and habits of observation. Study and thought.**

**Education in the art of getting along with people.**

### Perfect Slide Rule

Those ten points make a perfect slide rule for the salesman who is genuinely interested in Better and Happier Selling. They can mean the difference between leadership and mediocrity.

A failure is said to be one who is out of sympathy with his fellow man; while the success is superior to obstacles and adjusts himself and his service to the other fellow. Here is an organization headed by a man who learned those principals by going out after business and who has carried them into his own business organization, to the everlasting profit of everybody concerned, including his many satisfied customers.

### Nailing It Down

(Continued from Page 5)

supported by the firm's advertising—in writing—in the public market place—with the firm's signature on every advertisement.—S.H.

**Next Month:  
NERSICA CONVENTION  
PREVIEW**

**January**

**1951**

# K

# ARNAK

**MEMBRANE WATERPROOFING FABRIC**

**Is as EASY TO APPLY  
As a Postage Stamp**

KARNAK is made to unroll smoothly at all temperatures. There's no waiting for perfect weather to apply it. Application is simple, fast.

Made of strong cotton fibers, closely woven and heavily impregnated with asphalt, KARNAK fabric is extremely pliable, won't rupture from expansion and contraction. It meets all government and ASTM specifications.

The handy package saves you money, makes handling and storing easier. Each roll is individually packaged, and stays in perfect condition until completely used. You can use KARNAK down to the last inch.

**KARNAK  
Aluminum  
Roof Coating**


*Highest Quality  
guaranteed. Sold  
with a warranty.*

**KARNAK** Asphalt  
Coatings  
for Roofs, Metal Surfaces and  
Masonry Surfaces. Foundation  
coatings, for brush, spray or  
trowel application.

**Write today for illustrated  
Specifications Book.**

LEWIS

**ASPHALT ENGINEERING CO.**  
30 Church St., New York, N. Y.  
*Manufacturers of Asphalt Specialties for 25 Years*





**CLIFFORD SWINGING DERRICKS**

*Get the load onto the roof deck  
instead of just up to it!*

The Clifford Derrick patented, out-swinging arm not only clears obstructions between the deck and the ground but it also swings the load in easily on ball bearings.

Your loads are spotted well in on the roof deck with the labor- and money-saving CLIFFORD DERRICK.

Write for details and the name of nearest distributor.

BEACON SALES COMPANY

25 WATER STREET  
CHARLESTOWN, MASS.





# SPRAYED

## INSULATION

# SprayKote



SprayKote has an extremely high coefficient of sound absorption. This makes it ideal for interior insulation in churches, auditoriums, offices, restaurants and theatres.



Condensation is effectively controlled by SprayKote, opening a tremendous industrial and home market.



SprayKote is ideal thermal insulation. Sprayed from a gun directly on any surface it forms a uniform coating, eliminates the dust usually present during application, and is water-repellent, wind-tight and fireproof.



Since it can be applied on ANY surface, EVERY building is a prospect for SprayKote. Large volume, big profits, thousands of prospects. . . Write today!

**WRITE  
for  
DETAILS**

### SPRAYED INSULATION, INC.

56-58 CRITTENDEN ST.

NEWARK 4, N. J.

**"It's worth \$200 but cost \$2"**

**"Best stuff for salesmen I ever saw"**

**"Helped us in selling"**

*These are just a few comments from contractors about*

## My Hardest Sale

A file size brochure containing twenty authentic, practical stories from roofing and siding salesmen of their actual closings.

**For Salesmen Who Want to Make More Money**

This brochure should be studied by every salesman in the roofing, siding and insulation industry. It is a gold mine of practical sales experiences. Straight from the shoulder, it makes interesting reading and gives money-making information. Each \$2.00—10 or more, \$1.50 each.

Easy Order Coupon

AMERICAN ROOFER & SIDING CONTRACTOR  
425 Fourth Avenue, New York 18, N. Y.

Send me at once \_\_\_\_\_ copies of "My Hardest Sale." I enclose

check \_\_\_\_\_ money order \_\_\_\_\_ (or bill me) \_\_\_\_\_

Firm \_\_\_\_\_ Name \_\_\_\_\_

Address \_\_\_\_\_

## Winter Specialties

(Continued from Page 9)

winter season, to be sold either in conjunction with garage doors or as an accessory to be added to standing doors, is the electric garage door operator. These motorized units provide very simple controls for opening and closing garage doors mechanically. Particularly good for residential application is the electronic or "radio" controlled type of operator which make it unnecessary even to get out of the car in order to "magically" open the door.

## Adjustable Steel Posts

Speaking of posts, another excellent item which the roofing and siding contractor can add is adjustable steel posts. This is a good item since its use is necessary in older homes, many of which are prospective or past customers for the contractor's roofing, siding and insulation jobs. One of the most common difficulties of older homes is the sagging of floor beams and stairways. The repair of these parts of residences is work which the contractor's mechanics can easily learn to handle. The market for this sort of an item is very large. A survey in Akron, Ohio, showed that 70 per cent of older dwellings required some kind of steel basement post service.

## Rumpus Room Equipment

While working in the basement of one of these older homes you might look around to see what can be done with the rumpus room. There are steel posts on the market which are a natural support for anyone interested in building such a room in his home. Extra light for the basement rumpus room can also be made through the installation of area walls around windows, made of galvanized steel.

## Electric Radiators

Relatively simple to sell, and certainly easy to install, is the electric steam radiator. In outward appearance the electric steam radiator looks like any ordinary radiator except for the thermostat on one side and the glass gauge on the other. To operate you merely plug in the electric wire to any house outlet, turn on the switch, and set the thermostat for whatever temperature you desire. There are no moving parts, open flames, or glowing wires



and steady even heat is provided without sound or odor.

For the roofing and siding contractor this type of heating equipment offers many advantages. First, it isn't necessary to be a heating expert, electrical contractor, or any other kind of specialist to sell this radiator, nor is any special type of license required. Second, there are no installation problems. The radiator is simply put in a desirable spot and plugged into the electrical outlet. Third, it is easy to sell because it is the only self-contained heating device available today which satisfactorily solves the problem of providing safe, even, odorless, soundless, and economical heat.

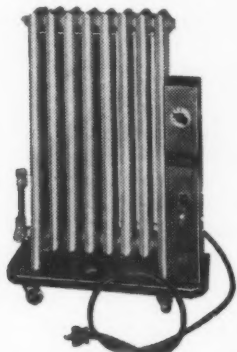


Photo courtesy Home Owners Utilities Co.

Typical portable electric steam radiator. Note thermostat at right and glass gauge on left.

The market for this product is extremely broad. Customers range all the way from tenement dwellers to managers of large institutions. With it the contractor can penetrate not only the great middle class market but also the enormously greater lower class market.

#### Other Products

The articles about specialty sidelines which the roofing and siding contractor can handle are almost endless in number. Just to mention a few products which have become popular in recent years, in addition to those discussed above, there are porch enclosures, basement combination windows, storm windows and weatherstrips, metal cellar doors, wood fences, vertical blinds, awning windows, and overhead canopies. A number of these products will be discussed in future issues.

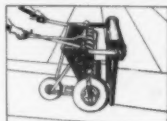
## IT'S NO TRICK TO SAVE MONEY

... WHEN YOU WORK ON A JOB WITH —

### MATT ROOFING EQUIPMENT

Matt equipment is designed and built specifically for roofers. It saves hours of time and effort enabling you

to work more efficiently without fatiguing the workers. You get through faster and do a better job.



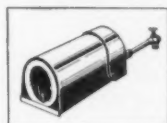
#### FELT LAYER

Mops and lays in one operation 125 to 150 squares (3 ply) a day with only 3 men! No fish mouths—no windy day layoffs—no waste of "Hot Stuff." Individually adjustable for strip nipping or tacking.



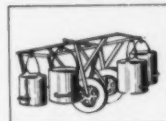
#### "HOT STUFF" PUMPS

No time lost waiting for boiling. Always a constant supply of "Hot Stuff" for the men on the roof. Material in kettle is constantly agitated by circulation, thereby preventing overheating and carbonization of kettle tubes.



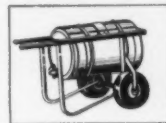
#### COIL-LESS BURNER

There are no coils—simply a heavy steel manifold for vaporizing oil. Eliminates 95% carbon trouble—no troublesome coil-clogging. Guaranteed for two years.



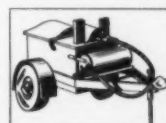
#### "HOT STUFF" CARRIER

No more carrying buckets long distances—wheel them on 4-6x16 tires and avoid the danger of spilling or splashing "Hot Stuff."



#### "HOT STUFF" BUGGY

A 50 gallon capacity buggy to be used with the Pitch Pump outfit or can be equipped with chains for hoisting intact with an "A" Beam. Really speeds up a roofing job.



#### MATT-MASTER KETTLE

Matt "Heat-Hold" Kettles are made in various sizes up to 600 gallons capacity. Made in either skid or 2-wheel types, pneumatically tired. All Matt Kettles are equipped with the famous Matt Coil-Less Burner.

SEND FOR CIRCULAR DESCRIBING ENTIRE LINE

**MATT COIL-LESS BURNER COMPANY**  
4015 W. LAKE STREET • CHICAGO 24, ILLINOIS

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#### For Residential Type Buildings

2 PIPES 1/2" IPS  
Installed on old roofs without removing slate. Ideal for small homes.

#### "FITRITE"



#### 3-Pipe

3 PIPES 3/4" IPS  
For large slate roofs, Spanish Tile, corrugated and other steep roofs.

### No-Freeze for Roof Drains



- LOW COST •
- FOOL PROOF •
- EASY TO INSTALL •

Sell Them On Every Job from Now Till Spring

Write Dept. "R" for catalogues and prices. To protect trade please use your printed stationery.

#### • OTHER PRODUCTS

Roof Scrapers  
Portable Electric Saw Guns  
Aluminum Map Handles

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**SPRAYED INSULATION** . . . Thousands of new types of insulation jobs are open to you with this new kind of insulation which you spray on. Since it can be applied to any surface, every building is a prospect. Brand new field: complete details if you check 1.

**MIDGET LOUVERS** . . . Made of aluminum small, clean, neat. For literature and prices on this easy installed item, check 2.

**CAULK IT UP** . . . with this perfect sealing compound which comes in many colors. Information and free gun offer, check 3.

**ASBESTOS ROOFING SHINGLES** . . . made of asbestos and cement, these shingles are fireproof, rotproof, time and weather resisting. For full information about No. 5 shingles check 4.

**EXTRA HEAVY SHINGLES** . . . these roof shingles last much longer than ordinary varieties because they have an extra layer of stabilized asphalt coating plus a second layer of fireproof mineral granules. Check 5.

**ALUMINUM AWNING** . . . kit that sells on sight. This packaged aluminum awning is a made to order deal for home and industry. Territories also available for application. Name of nearest jobber sent if you check 6.

**ROOFING DERRICK** . . . These swinging derricks get the load onto the roof deck instead of just up to it. Fore name of nearest distributor and details check 7.

**DEALERS WANTED** . . . for a complete line of nationally advertised residential and industrial doors and operators. Check 8.

**STONE SIDING** . . . Stone simulated perfectly with this new siding material that makes it possible to train your men in only two days to apply today's most inexpensive system of duplicating stone. Franchises open, check 9.

**PATENTED ROOFING KNIFE** . . . The 2-pointed steel blade gives double value, two blades for the price of one. New blade easily inserted. Prices, check 10.

**ROOFING KETTLE** . . . No hooks or tools needed to raise entire internal tube heating system out of kettle for easy cleaning. For literature about many more features, check 11.

**ROOFERS MOP YARN** . . . Many grades and types. Samples and prices sent at once if you check 12.

**ROOFING, SIDING & BUILDING** . . . Specialties Manual. Sixth Year, 1951 Edition just out has all the data you're used to seeing in these standard reference books of the trade, plus lots of new information about products you can add, like combination windows, overhead garage doors, kitchen tile, and many more. \$3.00. On approval if you check 13.

**BETTER SHINGLES** . . . Interlocked at four points, nailed to the roof at four points, these shingles will please the most exacting. Information, 14.

**ROOFERS TOOLS** . . . Can't get it anywhere else? Then try here. For lists and prices, check 15.

**ROOFING KNIVES** . . . Keen, rigid blades driven into custom built handles that provide just the right grip. Prices, details, check 16.

**ROCK WOOL SALES** . . . will increase rapidly if you tie in with this progressive 1950 program. The company will help you in every basic way if you want to get in on a great sales deal. For complete details check 17.

**FELT-LAYING MACHINE** . . . At last, a machine that automatically does the job of laying felt on a built-up roof. Three men do the work of five. For information, see details, check 18.

**CAULKING COMPOUND** . . . Easily applied with a pressure gun, comes in a variety of colors. For more information on this fuel-saver check 19.

**SNOW GUARDS** . . . for all types of steep roofs; Spanish tile, Roman tile, Mission tile and other tiles; also for metal or composition roofs. Catalog 8d-2 sent free if you check 20.

**RED CEDAR SHINGLE** . . . with the new baked-on finish. Beautiful! More durable, shingles that are the real thing, easier and faster to apply. Made only from certified straight grain red cedar, nature's prize insulator. For samples and info, check 21.

**CELLULAR GLASS INSULATION** . . . is the permanent roof insulation, because it's absolutely fireproof, waterproof, verminproof. Free booklet on its use. Check 22.

**BRACKETS** . . . That help you two ways. As offset ladder rails from sidewalls, etc. In pairs, as a scaffold support. Info, 23.

**BIRD-PROOFING** . . . An added service to your customers, an added source of income for roofers. Corrosion-resistant, stainless steel product which baffles and repels all birds. Details, check 24.

**ZINC CORNER STRIP** . . . Improved appearance at corners and along window and door frames on siding jobs with this metal siding strips. For complete details check 25.

**MAN-SIZE** . . . all steel, unbreakable roofing bracket, patented folding. Check 26.

## MAIL THIS COUPON

AMERICAN ROOFER and Siding Contractor  
425 Fourth Avenue, New York 16, N. Y.

December, 1950

I would like literature or information on the following:

1 <input type="checkbox"/>	7 <input type="checkbox"/>	13 <input type="checkbox"/>	19 <input type="checkbox"/>	25 <input type="checkbox"/>	31 <input type="checkbox"/>
2 <input type="checkbox"/>	8 <input type="checkbox"/>	14 <input type="checkbox"/>	20 <input type="checkbox"/>	26 <input type="checkbox"/>	32 <input type="checkbox"/>
3 <input type="checkbox"/>	9 <input type="checkbox"/>	15 <input type="checkbox"/>	21 <input type="checkbox"/>	27 <input type="checkbox"/>	33 <input type="checkbox"/>
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6 <input type="checkbox"/>	12 <input type="checkbox"/>	18 <input type="checkbox"/>	24 <input type="checkbox"/>	30 <input type="checkbox"/>	36 <input type="checkbox"/>

If you want American Roofer, 12 months for \$3.00, check here ☐

Name  Position

Company

Address

City  State

**CORK ROOF INSULATION** . . . has greater structural strength, high insulating value, lighter weight, for free manual check 27.

**BITUSTATIC CEMENT** . . . and many other roofing products, for details check 28.

**NON-BURNING ROOF MOPS** . . . made of fibrous glass can't burn, can't char, pick up more, weigh less in use, and have many, many other superior qualities. Prices, details, check 29.

**MEMBRANE FABRIC** . . . and asphalt products, for roofing, waterproofing, insulation, damp-proofing, flooring, and many other roofing products, by a quality house at reasonable prices. Check 30.

**NEW KETTLES** . . . A scientifically designed up-to-the-minute modern kettle that cuts fuel bills and produces the flow of hot materials in  $\frac{1}{2}$  the time formerly required. By a firm that has the "know-how" of 40 years. Check 31.

**TESTED MOPS** . . . Roofers mops on hardwood handles. Yarns on tubes or cut and tied. Prices and samples if you check 32.

**MOP HEAD AND STAPLE** . . . and many other roofing accessories. For information check 33.

**KETTLES, PUMPS, HOISTS** . . . many types and varieties available. Only kettle with burner preheating in place. Literature: check 34.

**KETTLES FOR "HOT-STUFF"** . . . many sizes, skidmounted, steel wheels, hard rubber tires and pneumatic tired roofing kettles. Leaflet 400A, free, check 35.

**CORK ROOFING** . . . For efficiency, low cost, ease of handling, and long trouble-free service there is no roof that'll beat this. Year round resistance to weather for more than twenty years. Check 36.

### Drip Edge Blocks Water

The eaves of a roof can be given extra protection from the weather by application of a metal drip edge, which keeps water from backing up under the shingle tabs at the edge of the roof deck. As recommended for asphalt shingles, the most widely used roofing material for homes, the metal drip edge is made of corrosion-resistant 26 gauge sheet metal. Galvanized steel, painted on both sides, ordinarily is used. The drip edge should extend back 2 to 4 inches over the roof and should be bent down over the eaves far enough to cover the edges of the roof deck sheathing. Nails, placed as shown in the drawing, are spaced 8 to 10 inches apart. Metal drip edges of this kind also should be used to protect a roof at the rakes.

## Join Hundreds of Users who say:

*"Paralastic\* Caulking Compound does a better job... Easier!"*



If you do building, insulating, waterproofing, weatherstripping, asbestos or brick siding, use PARALASTIC on your next job. It's easy to apply . . . seals perfectly . . . gives outstanding protection!

### NOW AVAILABLE IN BRILLIANT WHITE

. . . especially compounded to match and blend perfectly with White Asbestos Siding. Other colors: Natural, Gray, Green, Buff, Red, Black. Write for information and free gun offer.

### SOLD BY LEADING JOBBERS

(A few jobber territories still open.)

\* REG. U.S. PAT. OFF.



IT ISN'T INSULATED UNLESS IT'S CAULKED

**PARALASTIC PRODUCTS CO. INC.**

122 EAST 42nd ST., NEW YORK 17, N. Y.



## Easy-to-Make EXTRA PROFITS!

## "MIDGET" \* LOUVERS

### FOR ALL VENTILATION JOBS — ESPECIALLY TOUGH ONES!

#### EASY TO INSTALL!

All you need is a drill and hole saw. No nails or screws. Gently tap in place—it is slotted for tension and swaged for firm anchorage.

1" - 2" - 2½" - 3" - 4"  
—Sizes for all jobs.

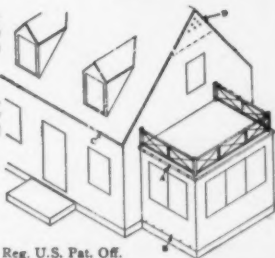
Made of aluminum—screened to keep out insects. Use on flat roofs, eaves and soffits, unexcavated areas, sidewalls, gables, storm sash, closets, boats, etc.

Ventilation is essential in all construction insulated or not—to prevent condensation and the resultant paint blistering, fungus, rotting, mustiness, dampness, etc. MIDGET LOUVERS are the *only* practical easy-to-install answer!

A—On flat roofs, install at eaves between joists. D—At gable ends, use six 2½" "Midget" Louvers or three 4" size.

B—Ventilate unexcavated areas through the siding above the sills.

C—At eaves or soffit, to circulate air over insulation and out gable ends.



### MIDGET LOUVER CO.

P.O. Box 267

8 WALL STREET

NORWALK, CONN.\* TM Reg. U.S. Pat. Off.

## Manufacturers & Distributors

Everything for Roofing and  
Waterproofing

CAULKING COMPOUND  
ALUMINUM PAINT  
BITUSTATIC CEMENT  
ROOF COATINGS & CEMENTS  
INSULATION  
ROLL ROOFING—FELTS—  
PITCH—ASPHALT—COAL TAR  
COPPER—GALV. IRON

*Insist on Genuine Durez Products*

**METROPOLITAN**  
ROOFING SUPPLIES CO., INC.  
286 East 137th St., New York City



## CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile  
Roofs, Old Slate Roofs, Flat Tile  
Roofs, American Method Asbestos  
Shingles and French Method Asbestos  
Shingles and for Metal Roofs.

**CLASON SNOW GUARDS**  
*Standard for Fifty Years*

**THE M. N. CARTIER  
& Sons Company**  
275 Canal Street, Cartier Building  
Providence, R. I.

*Write us for Roofers Wholesale Prices*

## Gives Siding Jobs Improved Protection and Appearance



On every Asbestos Siding job, where appearance is essential, you can save valuable time, simplify fitting at corners and along window and door frames, give added protection, by using individual zinc corner strips. . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

**BUGHER MANUFACTURING CO.**  
Formerly DOUGLAS GRIP BRASS CLIP CO.  
211 S. Main St. Kokomo, Ind.

## Salesmen Ranchers

*(Continued from Page 14)*

orders for, or in any other way aid or abet the welfare of any competitive firm or individual" during 1950 if he is to be eligible for herd ownership.

### Your "Brand" Is Your Fortune

Theme of the contest, appropriately enough for a Texas concern, is "Your brand is your fortune," and a special cattle brand inspired by the company's product names has been developed for the herd. It is the "Cactus-Z," Cactus being the brand name for the company's lubricants and Zone for its roof coating products.

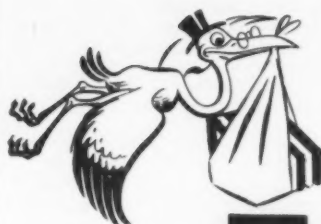
The brand, which is a letter "Z" with the arms of a cactus extending from both sides of the vertical portion of the letter, is being featured extensively in the company's weekly house organs for salesmen as are stories and pictures of cattle activity. To all the company's salesmen, the promotion has become "The Cactus-Z Cattle Contest."

### Cash Bonus Incentives

Offering extra cash bonus incentives to its salesmen for extra effort is an old story to Southwestern, just as it is with many companies. But with the advent of withholding taxes and the internal revenue department's edict that such cash bonuses must be reported as a part of regular income, Southwestern officials found their bookkeeping department swamped with "an immense amount" of extra bookkeeping work to keep up with the contests.

Thus, they decided on an annual contest which would require only one extra entry per year on the records of prize winning salesmen. But in their decision to turn to an annual contest, they also agreed that they must come up with a promotion with "romance"—one in which interest could be sustained over the full year—and further concluded that something typically Texas would be best for their purposes.

The Cactus-Z cattle contest was the natural outgrowth of this thinking. "Here," in the words of Mr. Canning, "was the source of an appeal that would be unique to salesmen and which would have the combined pull of extra money, pride of ownership, and the romance of Texas."



**COMING  
SOON...**

**C-THRU'S NEW BABY**  
will mean more  
**PROFITS TO YOU!**

C-THRU Aluminum Awning Co.  
424 West 11th Street, Los Angeles

*"Buy from Frey"*  
**TOOLS**  
FOR THE ROOFER

**Frank P. Frey & Co.**

2634 W. MADISON STREET  
CHICAGO, ILL.

**Roofers' Supplies**  
**Contractors' Supplies**  
**Anything You Need**  
**ALL STATES ROOFERS SUPPLIES**  
2107 W. LAKE ST. CHICAGO, ILL.

## ROOFERS MOP YARN

Duck — Denim — Cable Cord  
White Slasher — Soft Slasher  
Samples on Request

**E. L. HILTS & CO.**  
Box 2384 Hickory, N. C.

## Shingle Design Demonstrated

To demonstrate the interlocking design of Sta-Lock Shingles, Celotex has made available a kit of die-cut cards in the shape of the actual shingles. When properly assembled, these cards illustrate the locking principle and the double and triple coverage features of the new shingles. Also available are envelope enclosures describing Sta-Lock Shingles in detail.



## Roofs In Africa

(Continued from Page 12)

we are able to guarantee our workmanship for a period of two years on new Contract work."

In concluding his letter Mr. Pringle pointed out that the venture in Africa is comparatively new. It is apparent from the photographs that many new homes, schools and government buildings have been covered by the company. The address of the company is: "Alexander Birrell (Rhodesia) Limited, 91 Sinoia Street, P.O. Box 2030, Salisbury."

## Promotional Schemes

(Continued from Page 10)

roofing materials desired. In connection with this arrangement Midwest Roofing has a deal whereby once monthly a local bank in the city, suburbs and in small neighboring towns has a display of miniature specimens of various type roofing installations together with the suggestion to "Open a savings account today and save up for that desired roofing material." A different bank features the rotating display monthly, and the display itself is changed sufficiently to interest those who have happened to see it before.

Midwest Roofing has a companion promotion of more than passing interest to roofing materials dealers everywhere. It ties in with a local real estate agency in a cooperative newspaper advertisement listing medium cost homes whose roof needs attention. The newspaper advertisement states with perfect frankness that the house needs a spot of roofing attention and the bottom half of the advertisement points out that MIDWEST is perfectly ready, willing—even happy to handle any roofing repairs or installations. Perhaps a score of such homes are listed and the results of this bi-weekly newspaper insertion have been eminently satisfactory.

Beginning with the New Year, Midwest Roofing of Denver will send to all Main Street merchants and to all professional men and women (physicians, school teachers, lawyers, architects, etc.) a special New Year Credit Card. This card contains space for name, height, weight, color of eyes and hair, home and business address and phone and signature to be listed on one side. On the reverse side is authorization for

## DEALERS WANTED FOR NEW, EASY-TO-APPLY SIDING MATERIAL

### Gives Big Profits on Small Investment

After only two days' training, your men can do a perfect Bondstone installation . . . duplicate, re-create any type of stone . . . inside or outside.

Find out about *Bondstone* . . . today's most inexpensive system of stone duplication. Write, wire or phone concerning *Bondstone* Franchise availabilities.



EMCO CEMENT PRODUCTS, INC., Shamokin-Sunbury Highway, Paxinos, Pa.



**They must make  
good or we will!**



### STAY SHARP ROOFING KNIVES

First choice with roofers for almost 100 years. Stay Sharp Knives are preferred because they have a keen, rigid blade that cuts and trims smoothly—evenly—accurately! Hand-honed blades, uniformly tempered by an exclusive process are driven into custom built handles . . . never wobble. And you'll never tire from an uncomfortable grip—Stay Sharp Knives are designed for perfect palm fit, always giving you a firm grip.

Since 1850, R. Murphy Stay Sharp Roofing Knives have made roofers' work easier. They must make good or we will!

Ask for them at your nearest Hardware or Roofing Supply Store

**No play!  
No wobble!**

**R. MURPHY'S  
SONS COMPANY**  
AYER,  
MASSACHUSETTS

**R. MURPHY** *Knives*



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credit arrangements and preferred service to be provided such merchants and professional people. This card is valuable to holders because it can serve as an identifying agent in the event of a traffic accident or other misfortune.

Cards are sent out via first class mail to every merchant and professional individual listed in either the phone or city directory. With the card is extended a cordial invitation for the merchant or professionalist to come in and discuss roofing installations at any time during the forthcoming year. Merchants as well as professional people need roofing repairs or installations on their private homes as well as on business or office property.

## Siding Application

(Continued from Page 10)

rain water or dew. Thus the need for protection while awaiting application. Moisture damage to panels in this way is not always readily apparent, but it will show up after application in the form of warping and buckling.

For the same reason two other precautions are important. When a wall can be only partially completed and rain or dew is likely, pieces of the cardboard cartons should be tacked along the top edge like shingles to keep water from getting behind the panels. And, of course, it is vitally important never to apply insulating siding to a damp wall.

Siding contractors who follow these suggestions will reap the reward in the form of more business. For . . . "Every job done right sells two more on sight."

## What's New

(Continued from Page 16)

ator's position; ability to adjust lighting fixtures as needed; ability to operate individual equipment independent of general illumination; and elimination of dependence on heavy, cumbersome fixed lighting facilities.

Equipment developed in the tests is based almost entirely on standard commercial or military components, and is estimated to cost from \$5 to \$300 per vehicle, the average being somewhat above \$200.

## Salesman's Manual

A beautiful new loose-leaf folder illustrating all products in the asphalt and asbestos roofing and siding materials line has been produced for salesmen, roofing contractors and applicators by the Ruberoid Company.

Illustrated in full natural color on the book's pages are all of the roofing shingles and siding designs which go to make up the Ruberoid line. For salesmen and canvassers this makes a presentation which is ideal when selling to the homeowner. Not only colors but the actual pattern of application is shown in the book. Numerous valuable suggestions for better application are also made.

## 1951 Calendar

As is his custom, David Levow is offering to the trade a supply of 1951 calendars, free while they last.

The calendars have reference tables on the last page especially compiled for roofing and siding contractors, containing information on United States Standard Revised comparison of Wire Gauges; Expansion and contraction; Diameters, circumferences and areas of circles; contents of round tanks; Physical properties of metals; sizes of drills to be used for corresponding U. S. Standard taps; Slopes of roofs; also weights and measures and useful rules of calculation.

## News

(Continued from Page 15)

drastic limitations will be put into effect unless the rearmament program assumes considerably greater proportions than are now contemplated."

## CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

## HELP WANTED

WANT TWO USED roofing pitch kettles, tubular, oil heating. Capacity between 230 and 300 gals. Must be in good shape. William Murdoch Co., 2011 W. Lake St., Chicago, Ill.

## BUSINESS OPPORTUNITIES

MANUFACTURERS' REPRESENTATIVE SEEKS roofing and siding products. New York and surrounding territory. Write Box 241, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

ROOFING BUSINESS, TWENTY years established on busy boulevard in good section, 120 foot frontage in M 2 zone. Three well furnished offices, large warehouse fully equipped, large yard with storage tanks and coating manufacturing machinery. Earn \$15,000 to \$20,000 yearly; good steady clientele. Price \$55,000. Box 239, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

"See for yourself  
why **TITE-ON**  
is a better shingle!"



"LOOK  
AT THE  
WAY  
THEY LOCK  
TOGETHER"



*The salesman is holding a group of TITE-ONS arranged just as they are applied on the roof (underside view). Note that shingles do not come apart even when hanging vertically without nails. When nailed down on roof, even hurricane winds can't pull them apart!*

"That's what I always tell my prospects about Ruberoid Tite-On Shingles. It usually clinches the sale when they see how the Tite-Ons won't come apart when I lock seven of them together and hold them up vertically.

"Then I point out that each Tite-On Shingle is interlocked to adjacent shingles at four points, as well as being nailed to the roof deck at four points with two concealed nails. No wonder that in hundreds of cases in the past 18 years, Tite-Ons stayed on, unscathed,

through hurricane winds up to 120 miles per hour.

"Also I point out the attractive basket-weave effect and the beautiful blend of colors that Tite-Ons bring to any house, and remind them that they are fire-resistant."

Ruberoid Tite-Ons are backed up by 18 years of proven performance in 500,000 applications. The *original* Tite-On Shingle . . . and still the best . . . is backed by the familiar Ruberoid name, and easy to sell.

**THERE'S PLENTY OF BUSINESS — WITH THE RIGHT SHINGLE!**

**The RUBEROID Co.**

EXECUTIVE OFFICES: 500 Fifth Ave., New York 18, N. Y.

SALES OFFICES: BALTIMORE, MD., BOUND BROOK, N. J., CHICAGO, ILL., DALLAS, TEXAS, ERIE, PENN., MINNEAPOLIS, MINN., MILLIS, MASS., MOBILE, ALA.

*And all through the house...*



*...Flintkote Building Materials*

# **AMERICAN ROOFER AND SIDING CONTRACTOR**

**VOL. 41  
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**1951**

**PUB. 435**

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